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UNITED STATES DEPARTMENT OF AGRICULTURE — Radio Service — OFFICE OF INFORMATION

HOMEMAKERS' CHAT SATURDAY, Nov. 18, 1939.

(FOR BROADCAST USE ONLY)

SUBJECT: "LOOKING INTO 1940." Information from the Bureaus of Agricultural Economics and of Home Economics, U. S. D. A.

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To plan well for the future, you need to know what the future is likely to bring forth. For example, in planning for your family's living next year, you need some idea of what your income is likely to be and what your spendings may be. So to help you with your budget for 1940, here are some predictions from economists and advisors of the Department of Agriculture.

The first prediction is a cheerful one. The economists say if you live on a farm, you're likely to have more income in 1940 than you had in '39. You may make more money from your farm products because industries are expected to be busier and thus consumers may have more money to spend. The pick-up in industry may add to your income in another way. It may give outside jobs to members of your family. As for your income from Government payments, that will probably be about the same next year as this.

But not all this larger income will be gravy. Farming expenses will go up along with farm incomes, though probably not so much and not so fast. So you may be able to buy more next year even though you may have to pay more for what you buy at the stores in town, and possibly for hired help.

1940 promises to be a year of rising prices. When prices are going up, farm families are luckier than city families. They don't feel the pinch in food or clothing as city families do. On the farm, you can produce so much of your own food that the rise in retail food prices won't take as much out of your pocketbook as out of the pocketbook of your city friends who must buy all the food they eat. This

coming year you can save more money than usual by producing on the farm much of the food your family eats during the year. This is not only a good way to save money. It is also a good way to save family health. Many families now make year-round food plans to provide for nutritional needs and save money on food bills. These families find they get high returns in health from this food planning.

On one food question you can set your mind at rest. You needn't fear any shortage of the food you must buy during the coming winter. In spite of hostilities overseas, supplies of food in this country are as large as they have been in any recent year.

So much for food predictions. Now a few hints about clothing. Prices of readymade garments and shoes probably will be higher in the spring of 1940 than they were in 1939. But here again you're lucky if you live on a farm. On the farm you don't have to spend as much on clothing as your city friends do, even when they have no more to spend than you. The economists put it this way. They say: "An increase in prices of readymade clothing in 1940 would mean less adjustment of farm family budgets than those of city families at comparable levels."

Beside these predictions about food and clothing next year, the economists have some predictions about homes. More farm homes will have electric lights and power next year. In fact, by the end of 1940 electric current will reach more than a fourth of the farms of the nation. And this may mean an electric pump to bring running water into the house. Even so, more than half the farm families in many sections will be without running water.

The economists believe that families will spend more of their incomes on automobiles and radios than on fixing up their houses, perhaps because the auto and the radio run the farm business, and perhaps because of the high cost of installing some modern conveniences such as running water. Since that's the way the spending will go, you may be particularly interested in the predictions about the cost of

radios and automobiles. Prices of radios have been going down since 1935. Probably radios in 1940 will cost about the same as they have in '39. As for automobiles, the 1940 models have come out at about the same price as the '39 models. But automobile prices are subject to change without notice.

Whether you are fortunate enough to have a larger income from your farm next year, or whether your income remains about the same, the economists say you can live better if you follow a planned course instead of spending hit-or-miss. They suggest that you consider long-time goals as well as your present needs and wants. They suggest that you balance future security through land ownership and building up the farm business against present family well-being. And when you decide how much of your land to put into cash crops and how much into gardens or pastures for the family's food supply, consider returns in health as well as money. Not only individual households but whole communities can profit by planning together for the future. Communities can plan together for better health, education and recreation. And they can work together to safeguard their incomes and their land through sound county, or State, or even National agricultural policies.

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